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Advertising Age

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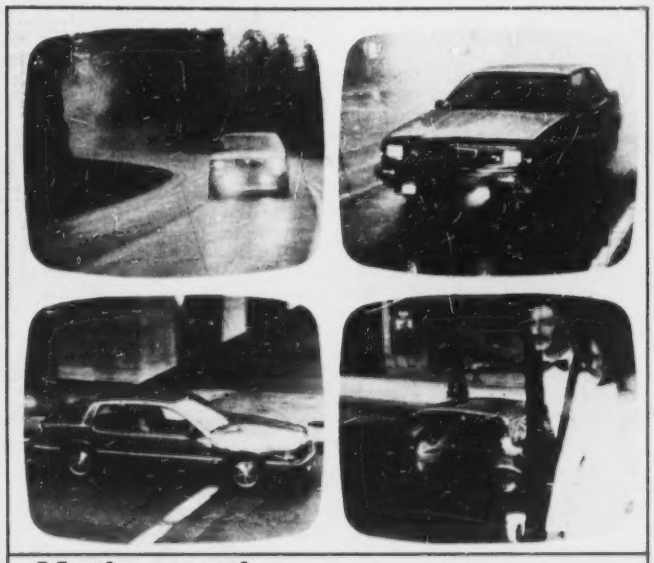

Motion on the go

Ads for Pontiac's newest "image car," Grand Am, always show the car in motion because "it's a true driver's coupe." The car is one of five youthful, sporty vehicles that dominate Pontiac's advertising for the 1985 model year. *(See story on Page 3.)*

P&G Special Touch puts lotion in Puffs

By NANCY GIGES

Procter & Gamble moved into test last week with Special Touch by Puffs, a facial tissue impregnated with lanolin. The move comes despite the mediocre performance of P&G's Certain moistened toilet tissue.

The test involves introducing Special Touch into Wisconsin and parts of Michigan and Iowa. P&G will support the products with a heavy multimedia campaign, couponing and sampling, which are expected to break within several weeks. The new item is positioned as a tissue "with the comforting touch of lotion to help protect consumers' noses from irritation that's caused by frequent use of ordinary dry facial tissues."

The debut comes just weeks after Kimberly-Clark Corp., Neenah, Wis., began testing a specially treated facial tissue claimed to kill many common cold and flu viruses (AA, Aug. 23). But these two new items, being tested in different areas, won't meet head-to-head this winter unless either company speeds up rollout plans.

Puffs is the third-largest facial tissue in the $1 billion category, trailing K-C's Kleenex and Philadelphia-based Scott Paper Co.'s Scotties.

There are several similarities between Certain and Special Touch. They are handled by the same agency, Cunningham & Walsh, New York, and are in some of the same markets.

Special Touch is designed to meet consumer demands for a "stronger, softer, less irritating tissue for use during periods of frequent nose-blowing," said a spokesman for Cincinnati-based P&G.

Available in five colors—beige, blue, pink, yellow and white—cartons are parity priced with other premium-price tissues, but boxes do not contain as many tissues as other regular brands.

On a tissue basis, the new entry is priced 50% higher than premium-price dry tissues, a spokesman said. For example, although the boxes are expected to be priced the same, the regular-count Puffs contains 175 tissues, while Special Touch has 100; family-size Puffs contains 250, while Special Touch has 150.

Several buyers contacted said they believe there is a market for Special Touch, but as a specialty tissue

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Third-place ABC first with changes

By JAMES P. FORKAN

New York—The fall season was barely in its second week when ABC-TV, obviously stung by its No. 3 finish in premiere week, moved to doctor Tuesday and Thursday ratings anemia.

A Thursday night movie, filling 8 p.m. to 10 p.m. (ET), will start Oct. 18 and run through the November sweeps. "People Do the Craziest Things" and "Who's the Boss?" will be pulled from the 8 p.m.-to-9 p.m. span, "People" going into hiatus and "Boss" moving to a new night. The lackluster "Glitter" will lose its 9 p.m. slot, but Lew Erlicht, ABC Entertainment president, said it will remain in production and return when another time period becomes available. All three shows hovered in the abysmal 15-to-17 share range in Week 1. ABC's "20/20" will stay put.

Meanwhile, the ax man may cometh to CBS as well. CBS' own Tuesday starters "AfterMASH" and "E/R" are considered early candidates for cancelation or hiatus, if they don't appreciably improve in the next few weeks, sources said. CBS' backups include "Crazy Like a Fox," "Agony" (aka "The Lucie Arnaz Show"), "OtherWorld" and "House Detective."

NBC is, for now, in the unaccustomed position of not needing to rush in reinforcements, which include "Berrenger's," "Scene of the Crime," "High School Confidential" and a Michael Nesmith series.

The ABC movie-filler package is seen as a stop-gap ploy to give ABC more time to decide which backup shows to run and where. On the production end, the backups seen as most readily available are "Streethawk" (originally slotted for the Monday 8 p.m. position but bumped by "Call to Glory"), "The Brothers-in-Law" and "Jennings & Jennings" (whose pilot was "The Return of Marcus Welby").

ABC's Thursday movies will be theatrical reruns and new tv movies, which will not appreciably affect its strong Sunday movie

(Continued on Page 102)

Last Minute News

ABC preempts nose-diving 'Call to Glory'

New York—ABC-TV, in its first reaction to the ever-slipping Monday ratings for "Call to Glory," will preempt that series at 8 p.m. (ET) on Oct. 15 with a special, "World's Greatest Mysteries." "Glory" began strongly after the Summer Olympics but has since lost to NBC's "TV's Bloopers" and now CBS' "Scarecrow and Mrs. King" *(see earlier story on Page 1).*

Scott tears into South with junior towels

Philadelphia—Scott Paper Co. is rolling out in the South with Scot-Towels Junior, a towel smaller than standard size. Heavy tv via J. Walter Thompson USA, New York, is planned. Scott also is expanding on the West Coast its Viva paper towels with the theme "So absorbent we dare to call it a paper sponge." Tv spots are by BBDO.

Epson computer campaign tagged to Series

Torrance, Cal.—Epson America starts a network tv campaign for both desktop computers and printers this week during the World Series. The campaign was created by Foote, Cone & Belding Communications, San Francisco.

(Continued on Page 8)

NEWSPAPER

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DC20014CONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SPI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

'Gaffebusters' check on celebs

By WILLIAM GLOEDE

Attempting to cash in on the recent publicity surrounding the "exposure" of former Miss America Vanessa Williams, a unit of the George F. Valassis Co. is seeking to do some exposing of its own, though not of the same kind.

Promotion Watch, a Livonia, Mich.-based unit of GFV Communications, has begun a new service it says "will provide a company contemplating a celebrity spokesperson with advice and assurance on their choice." Read: If they've bared it for a skin book, Promotion Watch will ferret it out—discreetly, of course.

"Discretion is everything—people are very sensitive about this," explained Barry Hoffman, president of Promotion Watch, which specializes in cents-off coupon security and sweepstakes clearance investigations.

Mr. Hoffman believes that, had the Miss America Pageant hired the company to look into the backgrounds of its contestants, it would have uncovered Ms. Williams' 1982 sessions with photographer Tom Chiapel. Those were the infamous sessions that produced the photos in *Penthouse* that cost Ms. Williams her crown.

For a fee Mr. Hoffman calls "nominal," Promotion Watch will investigate just about any celebrity a marketer is considering as a spokesperson. Before any investigating is started, however, the company will ap-

(Continued on Page 101)

Smirnoff relaunch readied

By GAY JERVEY

New York—McCann-Erickson's much-awaited $12 million relaunch of Heublein's Smirnoff, the account it won in an agonizing creative runoff last summer, will debut just in time for holiday-gift and party-giving sales.

This month Heublein, a subsidiary of R.J. Reynolds Industries, Winston-Salem, N.C., and McCann will start with outdoor boards that will pop up across the country with the theme "Friends are worth Smirnoff." Several weeks later, print ads, reportedly featuring a large bottle shot superimposed on a photograph of smiling, socializing people, will appear in the Decem-

(Continued on Page 102)

Crawford: Met, BBDO similar

By STEWART ALTER

Despite some obvious differences between a profit-making venture and an arts organization, Bruce Crawford's new job will not be all that different from heading an ad agency. The president-chief executive officer of BBDO International is the new general manager of the Metropolitan Opera in New York.

"Conceptually, the responsibility of running the Metropolitan Opera is not so different from running an ad agency," said Mr. Crawford. "What you have there is an artistic director, as there is a creative director at an agency, to whom are delegated creative or artistic decisions."

Mr. Crawford resigned his BBDO post two weeks ago, effective April 1, 1985 (AA, Sept. 27). The resignation obviously came in anticipation of the announcement last week that he would be succeeding Anthony Bliss, the Met's current general manager, on Jan. 1, 1986.

But the reason Mr. Crawford was selected had nothing to do with the analogy between an ad agency and a nonprofit arts organization. Rather, he has been very active in management of the Met for the last seven years as a member of the executive committee, since 1981 as a vp and since last May as president of the board.

Mr. Crawford's experience in the communications business already has been put to use.

Since 1977, he has been chairman of the Met's tv and radio committee, responsible for Public Broadcasting Service telecasts of

(Continued on Page 100)

Alcohol advertisers fear more U.S. control

By STEVEN W. COLFORD

WASHINGTON—Is the federal government laying the groundwork for a more active role in controlling the promotion and availability of alcoholic beverages?

This fear appears to be growing among a select group of alcohol beverage marketers and media executives who attended a Department of Justice conference here on juvenile alcohol abuse.

Ad industry representatives who attended the closed two-day workshop last week were less suspicious, but they were nevertheless perplexed by what the department wanted to accomplish. It invited more than 40 groups to discuss what can be done to stem juvenile abuse of alcohol and drugs.

The inclusion of illegal drugs as a discussion topic also left a bad taste in the mouths of many attendees, sources said. They disagreed with contentions by department officials that alcohol use, or abuse, is the first step down the path to drug abuse and addiction. First Lady Nancy Reagan has been involved in a number of activities aimed at curbing drug abuse.

Another sore point was the exclusion—inadvertent, the department said—of the Advertising Council, the industry's public service arm, from the meeting.

The session's list of invitees reads like a Who's Who in the world of alcohol advertising: Adolph Coors Co., Anheuser-Busch, Miller Brewing, U.S. Brewers Assn., Distilled Spirits Council, Assn. of National Advertisers, American Assn. of Advertising Agencies, Advertising Federation of America, U.S. Chamber of Commerce, American Newspaper Publishers Assn., American Council on Alcoholism, National Conference of State Legislators, Television Bureau of Advertising, ABC, CBS and NBC. Interspersed among them were some interested but not officially invited groups, including the Center for Science in the Public Interest, one of the bigger thorns in the saddles of alcohol advertisers.

Several attendees agreed to discuss the session only if their identities were not disclosed.

A representative of a media group said James Wooton, deputy administrator at Justice, through veiled suggestions, conveyed the impression that the federal government was prepared to take a tougher stand on what might be permitted in alcohol ads if the assembled groups were unable to reach a consensus on how to attack the problem of juvenile alcohol abuse.

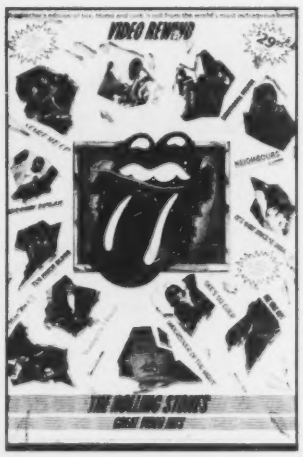
Even more incensed by the meeting's tone was an

(Continued on Page 100)

Highlights

A quartet of surprising celebrities is featured in a new trade advertising campaign for *McCall's*. *See Page 6.*

Vestron Video is planning to spend more than $750,000 to pro-



mote the new "Rolling Stones Great Video Hits" cassette. *See Page 12.*

GTE Sprint, the long-distance telephone service, has teamed up with Nabisco Brands for a new promotion. *See Page 26.*

AT&T is offering its customers credits toward the purchase of nationally branded products and services. *See Page 28.*

Grolier Inc., one of the world's largest encyclopedia marketers, will try to develop a new audience with a line of software programs for homes, schools and libraries. *See Page 30.*

The pure water springs from the deep recesses of the earth and is transported to the far corners of the U.S. through an unusual network of distributors organized by Mountain Valley Water Co. *See Page 52.*

Thomas Carey and Richard Levenson make an unlikely but effective pair at Benton & Bowles/New York. *See Page 88.*

CORPORATE CLOSEUP

A year after Pearle Health Services assigned its advertising to Foote, Cone & Belding, Chicago, it did a shrewd thing: Pearle gathered the agency's personnel and offered a champagne toast to FCB for its role in the company's increased sales. *See Page 4.*

FORUM

Cabbage Patch Kids need tender loving care—and a line on the family budget, writes Nancy Giges in "Where's 'The Cabbage'?" *See Page 20.*

Can MBA candidates be trained by the "ideological remolding" programs in vogue in China's prisons? Agency executive Paul Partridge explains his theory in "Crimebusters, China-style." *See Page 20.*

INTERNATIONAL

Australian advertising agencies are fighting attempts by multinational U.S. agencies to swallow them up. *See Page 58.*

The World New Products Conference in Toronto this week offers marketers from around the world the chance to check out items like champagne-flavored ice cream that comes in a bottle and a sponge that absorbs cooking oil and grease. *See Page 58.*

The French are bringing a new retail concept to the U.S. when Bigg's, a single-level, self-service "hypermarket," selling a wide range of low-price products, opens in Cincinnati. *See Page 60.*

Canadian advertisers are up in arms over the flood of U.S. ads appearing on Canadian tv screens coast to coast. The ads are popping up on U.S. cable program services that have been on the Canadian airwaves since Sept. 1. *See Page 62.*

VIDEOTECH

The producers of public tv's "New Tech Times" plan a prime time special covering the Winter Consumer Electronics Show the same way the tv networks cover the political conventions. *See Page 68.*

COMING THURSDAY

SPECIAL REPORT

More general advertisers are getting their feet wet in direct marketing and finding the water is fine.

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Landau hoists Dittler over ABC as top creditor

By ROBERT RAISSMAN

NEW YORK—Robert Landau Associates last week revised its list of creditors in a petition for reorganization under federal bankruptcy rules. It dropped ABC as its biggest creditor, replacing the network with Atlanta-based Dittler Bros.

The move indicates ABC believes it is not liable for a $1.5 million loan given to RLA by Dittler in 1983, sources said.

RLA secured the loan after John Lazarus, then vp-sports marketing and sales at ABC-TV Network, signed an "assignment of accounts receivable" letter to Dittler on behalf of American Broadcasting Cos.

The letter stated that ABC would not object to transferring payment of money owed RLA—for its work catering ABC parties during the 1984 Summer Olympics in Los Angeles—directly to Dittler.

Mr. Lazarus resigned his post at ABC two weeks ago after an internal investigation of ABC's dealings with RLA, an advertising/sports marketing company (AA, Oct. 1). Mr. Lazarus resigned over a contract squabble, ABC said.

ABC believes it is not responsible for the money owed Dittler, sources said, because Mr. Lazarus, though a vp, was not an officer of ABC and did not have authority to approve the transfer of payments.

RLA's revision of its filing still may not deter Dittler from trying to collect payment from ABC. Dittler is a printing company that had worked with RLA.

Sources said ABC was dropped as RLA's No. 1 creditor because RLA chairman Robert Landau reportedly approached an unidentified ABC executive and said that to protect Mr. Lazarus and to repay ABC, he would sign a personal

(Continued on Page 100)

Seoul tv rights may go for less

'88 'gold' on hold

By VERNE GAY

NEW YORK—Network tv bidding for the broadcast rights to the 1988 Summer Olympics in Seoul, South Korea, will be delayed until next spring, if not later. The rights had been expected to be sold during the summer of 1984.

In addition, tv network sports executives say the price tag for the '88 Summer Games will be between $300 million and $400 million, with the possibility that for the first time the summer games' rights could cost less than the '88 winter games. ABC this year paid $309 million for the Calgary games.

"I expect to leave the month of March open" for bidding, said Barry Frank, group vp of Trans-World International, the company appointed by the International Olympic Organizing Committee to sell U.S. tv rights. Mr. Frank said the Seoul Olympic Organizing Committee will have final say about when the bidding will begin.

Meetings between international amateur sports federations will be held this month and in late November to decide whether swimming, track and field and gymnastics events will be held early in the morning. If the events are slotted at 9 a.m. Seoul time, they could be

(Continued on Page 101)

Soap and burgers: McDonald's and Procter & Gamble are teaming up in the St. Louis area, offering a free Big Mac in return for proofs of purchase from three P&G products. The print, newspaper, radio and tv campaign broke Oct. 7 via Stolz Advertising, St. Louis.

A BIG MAC
FREE!
Neat!
cheer
WITH CERTIFICATE AND THREE PROOFS-OF-PURCHASE FROM CREST, IVORY SOAP OR CHEER.
Here's How To Get Yours:
VOID
Offer good through November 4, 1984.
IT'S A GOOD TIME FOR THE GREAT TASTE.

McDonald's in local tie-in with 3 P&G brands

By LORI KESLER

ST. LOUIS—Two giant marketers—McDonald's and Procter & Gamble—have joined forces for a local tie-in promotion.

The area's 100 McDonald's franchisees late last week broke an ad campaign offering free Big Macs for customers who bring in a redemption certificate with three proofs of purchase from Cheer detergent, Ivory soap and Crest toothpaste. The offer is being supported by newspaper, radio and tv advertising running through Nov. 4.

Popeyes loss pushes Frank shop to brink. Saatchi executive warns that all restaurant ads look alike. See Page 103.

"This is a first for Procter & Gamble, and we hope the tie-in eventually will have national application," said Glenn Jamboretz, president of Stolz Advertising Co., which handles McDonald's for Missouri (except Kansas City), eastern Illinois and parts of Iowa, Nebraska and Arkansas.

He added, however, that McDonald's 1985 marketing plan is already in place, so this campaign probably won't be reviewed by the

(Continued on Page 103)

Pontiac out to bump Buick from No. 4 spot

By JESSE SNYDER

PONTIAC, MICH.—Pontiac is aiming at a smaller bull's-eye for 1985, one roughly the shape of a Buick trishield.

A new 60-second Trans Am tv commercial scheduled for network tv in late October captures the essence of Pontiac's 1985 marketing strategy: Concentrate on the distinctive, ignore the ordinary and the eventual reward will be the wresting of the No. 4 sales spot from Buick division.

Once behind only Chevy and Ford in sales, Pontiac fell to eighth in 1981, passed by Oldsmobile, Buick, Toyota, Chrysler-Plymouth and Nissan. But Pontiac rallied back to fifth, finishing with more than 700,000 units for 1984, up 40%. "And fourth is not out of sight," said general manager Michael Losh.

"If we continue to lead the industry in percentage sales gain, eventually it will happen," Mr. Losh said. He forecast 825,000 to 850,000 sales for the 1985 model year, an increase in share to 8% from 7% in '84, largely on the strength of projected sales of 125,000 for the new Grand Am coupe.

Pontiac already has the youngest and best-educated buyer averages among General Motors divisions, and the new Trans Am spot is aimed at the young end of that group. It demonstrates Trans Am's "life-style uses after dark," said Norm Nauber, creative director for agency D'Arcy MacManus Masius, Bloomfield Hills.

The spot cuts between a stylish young woman preparing for an evening out and her date's progress across town in his Trans Am. A rock arrangement of Pontiac's "We build excitement" theme is the only audio until a final voiceover: "Trans Am. Only from Pontiac."

The commercial, which fits into Pontiac's triple-distilled ad strategy, will alternate between network tv and specialized media such as MTV: Music Television starting shortly before the delayed '85 debut of Fire-

(Continued on Page 99)

World News Roundup

LONDON—Doyle Dane Bernbach, which won the $50 million Brown & Williamson account last week, has been terminated by Philip Morris Inc. here because of a conflict. DDB picked up the $6 million U.K. Marlboro account last month (AA, Sept. 24). No new agency yet.

PARIS—The French government has approved early-morning tv programing starting in 1985. Breakfast tv will be able to start as early as 7:30 a.m. instead of noon. However, no ad slots will be added.

HEIDELBERG—Capri Sun Multivitamin Nectar is being introduced here by SiSi-Werke as an extension of its Capri Sun fruit-flavored drink line, via Intermarco-Farner. A launch in the U.S., Japan and other European countries is expected.

TOKYO—Meiji Seika has decided to postpone a joint marketing venture with Brown & Williamson, scheduled to begin next year, because anti-smoking groups claimed the involvement of Japan's largest confectionery marketer in tobacco would encourage youths to smoke.

PARIS—French car marketer Citroen has been lambasted by the French minister of transport, who claims ads for the new CX GTI turbo model, which emphasize a top speed of 140mph, go against an auto makers' agreement in April that said top speeds would not be mentioned in consumer ads. Roux, Seguela, Cayzac & Goudard handles.

SEOUL—SSC&B:Lintas has affiliated with Samhee Advertising, the in-house agency for the Samhee explosives company, in anticipation that the government eventually will approve joint agency ventures.

TORONTO—Coca-Cola Co. and Eastman Kodak Co. are among several companies that have signed for a $190,275 sponsorship package with the Masters Game, an Olympic-style competition for athletes 25 and

(Continued on Page 62)

RCA tries compact disc club

NEW YORK—RCA Direct Marketing, a subsidiary of RCA Corp., is launching a new direct-mail club for users of compact discs.

RCA's Compact Disc Club will offer most major record labels, including Angel, Arista, Atlantic, Capitol, Chyrsalis, Deutsche Grammophon, Elektra/Asylum, EMI, Erato, Geffen, L'Oiseau-Lyre, London, Motown, Philips, PolyGram, CA and Warner Bros.

Those labels plan to make most of their disc titles available through the club.

RCA is getting the club under way this fall with a three-pronged direct-marketing effort. Its first targets for club membership are current members of the International Preview Society, a classical music record club also under the

(Continued on Page 104)

'Esquire' posts new ad medium

By STUART J. ELLIOTT

NEW YORK—*Esquire* is muscling into the health-and-fitness market with a new wall poster ad medium that already has attracted $5 million from some of the nation's top marketers.

The poster, called *Esquire* Magazine's Health & Fitness Clinic, debuted Sept. 1 in 1,000 health and exercise clubs in the top 50 markets. Those that have signed up to sell out the first year of participation include Procter & Gamble (Coast and Safeguard); Quaker (Gatorade); Sears, Roebuck & Co. (Allstate Insurance); Campbell Soup; Gillette; Johnson & Johnson, and Mennen.

The Clinic, a white oak and plexiglass unit measuring 42 ins. by 59 ins., is designed to serve as a health-and-fitness "information

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Media and purchasing

On major purchases

"When making major purchases (*i.e.*, autos, home appliances, etc.) do you rely a great deal, some or very little on information provided by advertising in the following medium?" ***Source: SRI Research, Lincoln, Neb.***

Medium	Mean scores*: August	November	February	July
Newspaper	1.71	1.65	1.64	1.63
In-store	1.68	1.67	1.70	1.67
Magazines	1.59	1.60	1.54	1.53
Tv	1.58	1.58	1.56	1.56
Yellow Pages	1.43	1.48	1.52	1.52
Radio	1.38	1.37	1.36	1.38
Direct mail	1.32	1.31	1.28	1.30

On day-to-day purchases

When making day-to-day purchases, do you rely a great deal, some or very little on information provided by advertising in the following medium?

Medium	Mean score*: August	November	February	July
Newspaper	1.95	1.86	1.82	1.81
In-store	1.82	1.80	1.81	1.87
Tv	1.77	1.73	1.63	1.68
Yellow Pages	1.75	1.77	1.81	1.78
Magazines	1.69	1.69	1.63	1.62
Radio	1.54	1.53	1.49	1.54
Direct mail	1.41	1.41	1.36	1.40

*Mean scores derived by assigning 3-great deal, 2-some, 1-very little

Consumers vote for point-of-sale

CHICAGO—Point-of-sale advertising is emerging as the favorite medium of consumers when making purchases.

According to the latest Image of Advertising tracking study done for ADVERTISING AGE by SRI Research Center, consumers rely most on in-store advertising when making day-to-day purchases and major purchases. Among seven media *(see chart)*, in-store ads got the highest mean score when consumers were asked what type of ads they rely on when buying. The mean score was derived by assigning 3 points to "a great deal" answers, 2 points for "some" and 1 for "very little."

Newspaper advertising came in second in the scoring. Yellow Pages was the third-most-popular medium for day-to-day purchases, and tv advertising was third for major purchases such as autos and home appliances.

The latest tracking study was done in July by SRI, which interviewed 1,252 consumers nationwide by phone.

SRI noted the following demographic breakouts in its questions on media and purchasing:

For day-to-day purchases:

- Males are more likely to use Yellow Pages than females, and respondents in the North Central region of the U.S. are less likely to use Yellow Pages than in other

(Continued on Page 104)

Berkeley 20 years later

What's the campus of the University of California at Berkeley like today, 20 years after the Free Speech movement erupted there? See Reportage on Page 36.

CORPORATE CLOSEUP

Sentimental spots paying off for Pearle

By SARAH STIANSEN

DALLAS—A year after Pearle Health Services assigned its advertising to Foote, Cone & Belding, Chicago, it did a shrewd thing: Pearle gathered the agency's personnel together—from creative directors to secretaries in the media department—and offered a champagne toast to FCB for its role in the vision care company's increased sales.

If it sounds familiar, it's because Pearle is known for the heart tug. It is the device Pearle has used in its advertising and in its relations with its agency, propelling the company and its 1,121 Pearle Vision Centers to become the McDonald's of the $6.5 billion optical industry.

Pearle, through a combination of smarts and sensitivity to changing consumer attitudes, has reached this lofty status by successfully pioneering a marketing strategy in healthcare. The company, employing tactics used by retailers, has persuaded consumers to make the leap from conventional eyecare to the more commercial services of Pearle Vision Centers.

Central to the strategy has been the kind of emotion—detractors might call it schmaltz—suggested by the FCB toast. While competitors tend to tough out the market with more cerebral messages stressing price, selection or location, Pearle uses emotion to reach its target: Consumers reluctant to leave the professional service of a private optician or optometrist, but who more than ever are in the market for convenient, cheaper and faster eyecare.

Since 1981, the former unit of G.D. Searle & Co. (which retains a 44% interest after spinning the company off in 1983, 10 years after acquiring it) has put all its ad money on this message of trust and quality. This includes the $16 million to $18 million the company says it is spending in 1984.

The 3-year-old "Nobody cares for eyes more than Pearle" campaign, schmaltzy or not, has proved its drawing power. Last year, its first year as a publicly owned company, Pearle stores recorded systemwide sales of $305 million, up 18% over 1982. Total stores in operation by the end of 1983 increased 8% and, on a per-store basis, sales rose 15%. Over the last five years, systemwide sales increased at an annualized rate of 26%.

The next five years also seem to favor Pearle. Although the market is mature and cyclical, demographic patterns prompt financial analysts to be optimistic about prospects for optical retailers.

According to Charles Glovsky, vp-financial analyst with Dallas-based Eppler, Guerin & Turner, retail optical chains will be able to hold the line on profitability, taking share away from private practitioners and not each other.

But Pearle, having proved its ability to market eyecare on a mass scale, is not content to concentrate solely on eyes. The company is moving to capitalize on other health-services markets.

Pearle, which claims to have the only national healthcare retailing network, is experimenting in two new areas. It holds interest in eight dental care centers in South Florida, and plans an additional 12 units for 1984. Pearle has also opened four immediate medical care facilities, called EmCare units, in the Dallas market.

Donald Phillips, president and chief executive officer of Pearle Health Services, believes the company's strengths, including its marketing expertise, will give it an edge in those markets. "We think we're going to have the opportunity to hit home runs in both [dental and medical]...We think we have the talent," he says. "But if we can't, we'll fold up our tent and try something else."

The 44-year-old Mr. Phillips can afford to be sanguine about new markets. He can look at demographic trends and see a baby-boom generation growing older—and needing glasses. Just about 90% of the population over age 45 requires vision correction, and it is the 45-plus segment that will contribute most to the growth of the industry. It also helps that these "aging" baby-boomers are particularly receptive to retail eyecare.

More significantly, the company believes its strengths in operations, real estate, franchising and multi-location management leave it in an excellent position to take advantage of its know-how as it enters new battles in the healthcare market. It also helps, Pearle says, that over the years it has gained experience in dealing with complex state regulations governing healthcare professionals.

Eyecare, of course, remains the central focus. In 1984, Pearle expects to open an additional 115 Vision Centers as it continues its franchising program. About 46% of Pearle units worldwide—there are Pearle stores also in Canada, Europe, Mexico and Puerto Rico—are franchised, and the company plans to convert 70% to 80% of its stores by mid-1986. This year, the conversion of about 90 company-operated stores to franchises will generate some $10 million for reinvestment.

These stores operate in a fragmented market long dominated by independent professionals. Retail chains now control about 20% of that market, but shares for these commercial operators, typically able to sell product and services at about 30% less than independents, are expected to rise.

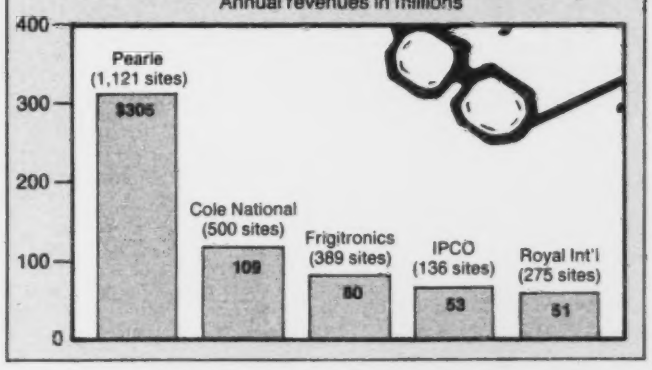
Pearle's sales account for about 18% of all commercial volume and are greater than the combined sales of the next four largest optical retailers. The company claims that in 1983 it had 5% of the total eyecare industry, which by some accounts was as large as $8 billion, though Pearle puts it at $6.5 billion.

A large number of Pearle's

(Continued on Page 92)

The 'McDonald's' of eyecare

Pearle's dominance in the optical industry stands out when looking at sales levels. The company's revenues exceed the combined totals of the next four largest retail competitors. *Source: Eppler, Guerin & Turner.*



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Horton, Gay join AA staff

NEW YORK—Verne Gay and Cleveland Horton have joined the ADVERTISING AGE staff as reporters in New York and Los Angeles, respectively.

Mr. Gay, former broadcast editor at *Marketing & Media Decisions*, will cover advertising spending and media strategies in network and spot tv. He also will have principal responsibility for AA's coverage of the radio industry.

V. Gay

C. Horton

J. Neiman

Mr. Horton will cover a variety of industries from the Los Angeles bureau, including airlines, computers, retailing and transportation.

Also, Janet Neiman, a reporter in the Chicago bureau of AD AGE since September, 1980, has been promoted to senior reporter-copy editor.

In her new post she will assist the Chicago bureau chief and the AA editing desk, as well as continue her coverage of food and grocery marketers and other beats.

Mr. Gay, most recently a staff writer with *Investment Dealers' Digest*, a New York-based trade publication, spent five years at *Media Decisions*, writing, among other things, the "Broadcast Beat" newsletter. He also has written articles for *Barron's*, the *Boston Globe* and *Venture*.

He is a graduate of Colgate University, Hamilton, N.Y.

Mr. Horton, one of the early male graduates of Vassar College, joined the *Lakeville* (Conn.) *Journal* in 1978, as a general-assignment reporter and later as a section editor for the weekly newspaper.

In 1980, he moved to the newsletter department of Knowledge Industry Publications, White Plains, N.Y., a professional publisher, where he reported on microcomputer software, tv commercials and the education market. Most recently, he served as Knowledge Industry's West Coast editor in San Francisco.

Apart from his work with periodicals, Mr. Horton has contributed to several major-market studies published by Knowledge Industry, including "Consumer Media" and "Microcomputer Hardware and Software in the El-Hi market, 1983-1987." In addition, he wrote a forthcoming Knowledge Industry study, "Floppy Disk and Microcomputer Cartridge Duplication Market."

Ms. Neiman, a 1975 graduate of the University of Illinois with a degree in journalism, worked for Pioneer Press, a suburban newspaper chain, and Bernard E. Ury Associates pr agency before joining AA. In 1983 she was awarded a master's degree in urban studies from Loyola University, Chicago.#

New post for Jones

NEW YORK—Allison Jones has been named manager of ADVERTISING AGE's public relations/educational division here.

Ms. Jones will be developing pr programs for AA under the guidance of division director Susan J. Kaplan.

She also will oversee the promotion and marketing activities of AA's Creative Workshop and the Best Tv Commercials of the Year—an annual collection of outstanding U.S. commercials selected by the editors of AA and available on videocassette.

Ms. Jones joined Crain Communications' Chicago-based information center as a parttime employe in 1979. In 1981, Ms. Jones began working on educational projects for Crain.#

Moerlein heads south

CINCINNATI—Hudepohl Brewing has expanded distribution of its Christian Moerlein superpremium beer to Jacksonville, Orlando, St. Petersburg and Tampa, Fla. Distribution in the remainder of Alabama, Florida, Georgia, North Carolina and South Carolina will be added soon. The brand, originally available in Cincinnati, was introduced to 25 states west of the Mississippi earlier this year (AA, May 7).

Celebrities dress up 'McCall's' trade ads

McCall's new trade campaign features a 10-second spot with Tina Turner, whom the commercial dubs "one of the drab homebodies who reads *McCall's*."

By STUART J. ELLIOTT

NEW YORK—A quartet of surprising celebrities is featured in a new trade advertising campaign for *McCall's* (AA, Oct. 4), meant to convince media buyers and planners that the monthly is read by those oh-so-desirable baby-boomers.

Rock singers Tina Turner, Cher and Carly Simon and designer Diane von Furstenburg appear in the print, tv and outdoor campaign that will break Oct. 15.

It is the first work for the magazine by Levine, Huntley, Schmidt & Beaver, which took over the account last March from McCall Publishing Co.'s in-house effort.

Using the theme "*McCall's*. More than the expected," the campaign "does the job of breaking through the clutter, the sameness" of media advertising, Harold Levine, chairman, Levine, Huntley, told a press breakfast recently.

Aimed at all the media buyers and planners who "knew *McCall's* but weren't reading it," he said, the campaign is designed to "stop them, shock them and influence them."

To do that, Ms. Turner is termed "one of the drab homebodies who reads *McCall's*," Cher is "one of the typical mothers," Ms. Simon is "one of the boring housewives" and Ms. Furstenburg is "one of the plain Janes."

None of the four is identified in the ads, a la Blackglama, Emba *et al*. The quartet was selected as the type of women who would appeal to agency media people aged 20 to 30.

Print versions of the ads will appear in trade publications, the *New York Times*, New York and Chicago regional editions of *People* and as transit and telephone booth posters.

Ten-second tv spots in which Ms. Turner and Ms. Simon appear will run during such shows as "60 Minutes," "Saturday Night Live" and "Dynasty."

Spending will be at an annual rate of about $2.5 million, said Raymond Eyes, president, McCall Publishing, and publisher, *McCall's*, about triple what it was for the in-house campaign.

The new campaign is the latest by a member of the Seven Sisters women's book category to influence the perceptions of Madison Avenue agency types about its readership, to get them to think, as Mr. Levine put it, the magazine is "talking directly to the baby-boom generation, talking in a language they understand."

The Simmons Market Research Bureau's 1984 Study of Media & Markets shows *McCall's* with a median reader age of 41.6 among women and an age of 42 among all adults.

Those figures closely match the median ages of readers of the other six Seven Sisters, which range from 37.1 to 42.2 among women and from 37.5 to 42.3 among all adults.

Those in the baby-boom generation, born from 1946 to 1960, today range in age from 24 to 38.

The choice of additional celebrities to include "will evolve," said Mr. Levine, as the campaign progresses beyond its initial yearlong run.#

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CORRECTIONS & CLARIFICATIONS

- For the full week ending Sept. 30, CBS-TV Network was the ratings winner, not NBC-TV, as reported (AA, Oct. 4, P. 1). As noted in the story, NBC was the ratings leader through Sept. 27. Ratings for the entire week were delayed by a computer breakdown at A.C. Nielsen Co.
- Paul John, vice-chairman of Campbell-Ewald, not Richard O'Connor, chairman of Marschalk C-E Worldwide, said in a story about the retirement of Tom Adams that Mr. Adams had told him (John), "Now you're Mr. Chevrolet and Mr. GM for us" (Oct. 1, P. 14).
- The publisher of *Houston Home & Garden* and *Dallas-Fort Worth Home & Garden* is Bayland Publishing, Houston (AA, Oct. 1, P. 89). The company was acquired by City Home Publishing, New York. Robert Krefting, former president of CBS Publications, is president of City Home. Arthur Diedrick, founder and president of Communications International, is chairman.
- The $100,000 "Reach for the best" contest ad insert in *TV Guide* that tied in with CBS' Emmy Awards telecast (AA, Sept. 27, P. 63) was by Bristol-Myers' Clairol division.
- Laura C.K. McCorvie is the associate product manager on Fruit & Fibre cereal (AA, Sept. 27, P. 30).
- Contrary to the headline, Heublein Inc. and Scali, McCabe, Sloves terminated their relationship by mutual agreement (AA, Sept. 27, P. 1).
- *Western Outdoors* year-to-date figures in the September Consumer Magazine Ad Linage Report should have been 349.0 for 1984 and 255.2 for 1983. Also, *Bon Appetit's* September, 1984, figure should have been 91.1 (AA, Sept. 17, P. 59).#

Newspaper Ad Linage

June 1984 vs. June 1983

Source: Media Records

	1984 Full run	1984 Part run	1983 Full run	1983 Part run
AKRON, OH				
Beacon Journal (E)	1,667,264	295,776	1,773,396	381,872
Beacon Journal (S)	1,091,864	147,343	1,046,826	105,068
Grand Total	2,759,128	446,119	2,819,422	486,940
***ATLANTA, GA**				
Constitution (M)	3,294,981	568,885	3,045,498	627,078
Journal (E)	3,268,733	580,641	3,051,627	627,357
Journal & Constitution (S)	2,207,743	839,073	2,004,426	644,855
Journal & Constitution (Sat)	870,406	—	592,330	—
Grand Total	9,641,863	1,988,599	8,694,081	1,899,290

NOTE: Constitution morning and Journal evening published five days a week only.

Constitution morning, Journal evening, Journal & Constitution Saturday and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective April 30, 1984. In order to present comparable measurements the six column linage has been converted by Media Records to eight column linage.

BALTIMORE, MD				
News American (S)	538,886	21,240	497,312	27,624
News American (E)	870,700	60,384	1,030,751	260,964
Sun (M)	2,175,813	40,684	2,026,757	162,563
Sun (E)	1,745,281	40,774	2,041,079	162,882
Sun (S)	2,473,894	69,147	2,191,046	—
Grand Total	7,804,574	232,229	7,786,945	614,033

NOTE: Sun morning and Sun evening started publication of a combined Saturday edition effective March 24, 1984. The linage is shown only in the Sun morning.

BERGEN COUNTY, NJ				
Record (E)	2,812,181	328,709	2,794,358	431,002
Record (S)	2,254,767	280,740	2,036,160	436,999
Grand Total	5,066,948	609,449	4,830,518	868,001

NOTE: Record evening published five days a week only.

BOSTON, MA				
Herald (M)	849,948	—	750,320	—
Herald (S)	282,233	384,152	413,480	153,480
Globe (M)	2,926,474	119,678	2,719,420	128,514
Globe (S)	3,361,096	301,732	2,882,178	329,948
Grand Total	7,419,801	805,562	6,765,398	611,942

NOTE: Globe changed from all day publication to morning publication effective April 2, 1984.

BOULDER, COLO.				
Camera (M)	2,154,745	—	1,911,735	—
Camera (S)	1,006,168	—	861,756	—
Grand Total	3,160,913	—	2,773,491	—

NOTE: Figures supplied by publisher to Media Records.

***BUFFALO, NY**				
News (Ad)	2,166,933	313,296	2,277,817	261,872
News (S)	835,795	382,540	1,111,938	138,644
Grand Total	3,160,913	—	3,773,491	400,516

NOTE: News all day and Sunday changed from a nine column width (2772 lines per page) to a six column width (1848 lines per page) effective May 1, 1984. In order to present comparable measurements the six column linage has been converted by Media Records to nine column linage.

CAMDEN, NJ				
Courier Post (E)	1,832,929	170,806	1,836,550	129,487
Courier Post (S)	792,697	17,916	798,446	47,008
Grand Total	2,625,626	188,722	2,634,996	176,495

CHARLOTTE, NC				
News (E)	1,200,740	—	1,167,729	—
Observer (M)	1,797,868	509,472	1,632,927	627,375
Observer (S)	986,694	656,179	916,248	402,547
Grand Total	3,985,302	1,165,651	3,716,914	1,029,922

NOTE: News evening published five days a week only.

CHICAGO, IL				
Tribune (Ad)	2,328,517	2,604,978	2,251,434	2,395,130
Tribune (S)	1,937,786	980,437	1,617,297	769,427
Sun-Times (M)	2,369,204	1,008,642	2,528,714	956,389
Sun-Times (S)	933,793	604,111	752,116	593,380
Grand Total	7,569,300	5,197,268	7,149,561	4,714,326

CINCINNATI, OH				
Enquirer (M)	2,431,643	106,896	2,460,609	81,136
Enquirer (S)	1,768,801	97,328	1,559,834	52,600
Post (E)	1,131,797	138,068	1,164,262	81,136
Grand Total	5,332,241	342,292	5,184,705	214,872

CLEVELAND, OH				
Plain Dealer (M)	2,835,254	551,939	3,146,363	326,249
Plain Dealer (S)	1,812,927	128,479	1,697,119	52,150
Grand Total	4,648,181	680,418	4,843,482	378,399

DALLAS, TX				
News (M)	6,396,221	251,262	5,425,310	427,332
News (S)	3,205,141	211,199	2,657,512	265,186
Times-Herald (Ad)	3,541,227	429,108	4,516,715	241,999
Times-Herald (S)	2,436,736	491,433	2,162,846	297,807
Grand Total	17,579,825	1,383,002	14,761,883	1,142,324

DENVER, CO				
Rocky Mt News (M)	6,102,823	1,296	5,545,796	—
Rocky Mt News (S)	1,459,394	2,276	1,305,511	—
Post (M)	3,384,994	200,921	3,446,500	198,322
Post (S)	2,252,655	33,178	2,255,995	17,792
Grand Total	13,199,866	237,671	12,553,802	216,114

DETROIT, MI				
Free Press (M)	1,958,220	756,291	1,900,173	985,649
Free Press (S)	814,481	175,321	756,569	242,891
News (Ad)	2,517,920	406,920	2,811,352	546,855
News (S)	1,575,219	278,830	1,469,389	330,644
Grand Total	6,865,840	1,617,362	6,937,483	2,106,039

***ERIE, PA**				
Times (E)	1,482,025	27,472	1,268,977	43,632
Times News (S)	1,025,930	132,624	939,110	18,744
Grand Total	2,507,955	160,096	2,208,087	62,376

NOTE: Times evening and Times News Sunday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective April 1, 1984. In order to present comparable measurements the six column linage has been converted by Media Records to nine column linage.

FORT WAYNE, IN				
Journal Gazette (M)	1,329,574	—	1,527,130	—
Journal Gazette (S)	950,077	—	878,862	—
New Sentinel (E)	1,522,773	—	1,711,666	—
Grand Total	3,802,424	—	4,117,658	—

NOTE: Part run figures not available.

GREENWICH/STAMFORD, CT				
Time (E)	1,658,605	—	1,443,563	—
Time (S)	744,899	—	656,002	—
Advocate (E)	2,019,232	7,216	1,922,165	75,176
Advocate (S)	786,053	—	705,804	—
Grand Total	5,208,789	7,216	4,727,534	75,176

HARTFORD, CT				
Courant (M)	2,865,052	384,477	2,726,920	465,967
Courant (S)	1,545,012	1,603,671	1,463,989	1,122,561
Grand Total	4,410,064	1,988,148	4,190,909	1,588,528

HONOLULU, HI				
Advertiser (M)	2,680,728	—	2,604,145	—
Star-Bulletin (E)	2,416,817	—	2,680,666	—
Star-Bulletin & Advertiser (S)	1,370,451	—	1,324,961	—
Grand Total	6,467,996	—	6,609,772	—

HOUSTON, TX				
Chronicle (Ad)	7,022,049	502,645	6,566,649	419,898
Chronicle (S)	2,667,769	436,453	2,364,885	417,578
Post (M)	4,216,912	436,079	5,191,698	346,251
Post (S)	1,356,292	404,808	1,450,863	366,440
Grand Total	15,263,022	1,779,985	15,574,095	1,550,167

LONG BEACH, CA				
Press Telegram (M)	2,092,501	—	2,009,018	—
Press Telegram (S)	814,931	—	776,581	—
Grand Total	2,817,432	—	2,785,599	—

NOTE: Press Telegram evening and morning sold in combination Monday through Friday. Linage of one edition Press Telegram morning is shown. Part run figures not available.

LONG ISLAND, NY				
Newsday (E)	3,198,687	935,760	3,126,773	869,130
Newsday (S)	1,685,606	1,042,517	1,469,620	1,092,244
Grand Total	4,884,293	1,978,277	4,596,393	1,961,374

LOS ANGELES, CA				
Times (M)	5,748,091	4,461,126	5,309,355	3,798,233
Times (S)	3,208,574	1,417,884	2,681,947	1,365,274
Herald-Examiner (M)	1,009,703	245,479	965,424	304,904
Herald-Examiner (S)	199,070	108,114	259,084	33,379
Grand Total	10,162,438	6,232,603	9,215,810	5,501,790

LOS ANGELES/SAN FERNANDO VALLEY, CA				
News (M)	3,499,492	388,237	3,104,153	502,024
News (S)	1,242,126	51,252	1,058,120	193,832
Grand Total	4,741,618	439,489	4,162,273	695,856

LOS ANGELES/TORRANCE, CA				
Breeze (E)	2,812,432	—	2,423,680	—
Breeze (S)	972,146	—	937,020	—
Grand Total	3,784,578	—	3,360,700	—

NOTE: Figures supplied by publisher to Media Records.

LOUISVILLE, KY				
Courier-Journal (M)	1,635,143	304,956	1,596,013	287,998
Times (E)	1,659,618	545,122	1,695,112	573,356
Courier-Journal (S)	1,565,864	4,104	1,387,607	8,823
Grand Total	4,860,625	854,182	4,678,732	870,177

NOTE: Figures supplied by publisher to Media Records.

MACON, GA				
Telegraph & News (M)	1,174,530	249,886	1,041,684	369,380
Telegraph & News (S)	610,358	342,062	676,704	102,130
Grand Total	1,784,888	591,948	1,718,388	471,520

NOTE: Figures supplied by publisher and Media Records. Telegraph morning and News evening combined into one morning publication the Telegraph & News effective September 6, 1983.

MIAMI, FL				
Herald (M)	2,454,621	—	2,496,231	—
Herald (S)	1,469,628	—	1,427,754	—
News (E)	1,206,631	—	1,143,920	—
Grand Total	5,130,880	—	5,067,905	—

NOTE: Part run figures not available.

MINNEAPOLIS, MN				
Star & Tribune (Ad & Sat)	2,159,554	335,172	2,062,350	265,577
Tribune (S)	2,137,606	6,656	1,980,615	3,920
Grand Total	297,160	341,828	4,042,965	269,497

NOTE: 1983 figures supplied by publisher to Media Records. 1983 part run daily is TMC and Community linage only. 1983 part run Sunday is Country linage only.

NASHVILLE, TN				
Banner (E)	1,529,846	374,500	1,435,215	409,636
Tennessean (M)	1,566,699	367,764	1,443,176	409,636
Tennessean (S)	977,945	348,604	891,274	330,896
Grand Total	4,074,490	1,090,868	3,769,665	1,150,168

NEW YORK, NY				
Times (M)	3,161,988	307,307	3,073,187	388,384
Times (S)	3,553,495	1,548,878	3,179,100	1,616,248
News (M)	1,156,024	2,011,722	1,280,876	1,678,374
News (S)	558,149	1,115,580	541,106	1,159,049
Post (Ad)	1,117,068	—	1,076,304	—
Grand Total	9,546,724	4,983,487	9,150,573	4,842,055

NEWARK, NJ				
Star Ledger (M)	4,045,656	91,423	3,839,308	137,227
Star Ledger (S)	2,927,835	397,912	2,751,300	316,688
Grand Total	6,973,491	489,335	6,590,608	453,915

OAKLAND, CA				
Tribune (M)	1,702,060	604,791	1,692,758	245,522
Tribune (S)	823,512	307,792	856,918	297,676
Grand Total	2,525,572	912,583	2,549,676	543,198

ORANGE COUNTY, CA				
Register (Ad)	5,734,161	1,051,624	4,853,965	786,136
Register (S)	2,074,927	105,480	1,846,247	37,200
Grand Total	7,809,088	1,157,104	6,700,212	823,336

ORLANDO, FL				
Sentinel (Ad)	1,814,110	304,102	3,195,068	224,148
Sentinel (S)	737,353	326,068	1,163,923	48,492
Grand Total	2,551,463	630,170	4,358,991	272,640

NOTE: Part run totals do not include County Sentinel and Sentinel Bonus linage.

PHILADELPHIA, PA				
Inquirer (M)	2,454,828	570,606	2,233,684	790,185
Inquirer (S)	1,881,207	458,193	1,850,329	384,662
News (E)	1,281,031	17,504	1,266,474	31,584
Grand Total	5,617,066	1,046,303	5,350,487	1,206,431

PHOENIX, AZ				
Arizona Republic (M)	4,646,824	218,540	3,973,595	178,023
Arizona Republic (S)	2,650,298	—	2,082,258	—
Gazette (E)	4,532,528	249,870	3,868,114	182,032
Grand Total	11,829,650	438,410	9,923,967	360,055

NOTE: Full run and part run figures supplied by publisher to Media Records 1983 figures are converted to a six column format as supplied by publisher. Arizona Republic morning and Sunday and Gazette evening changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective August 29, 1983.

PORTLAND, OR				
Oregonian (Ad & S)	5,447,330	—	5,427,744	—
Grand Total	5,447,330	—	5,427,744	—

NOTE: Figures supplied by publisher to Media Records.

PROVIDENCE, RI				
Bulletin (E)	1,819,538	824,405	1,656,559	617,796
Journal (M)	2,179,930	546,397	1,926,744	359,242
Journal (S)	2,141,732	278,648	1,597,691	215,948
Grand Total	6,141,200	1,649,450	5,180,994	1,192,986

NOTE: Bulletin evening and Journal morning have a combined Saturday edition. The linage is shown only in the Journal morning.
1984 figures supplied by publisher to Media Records.

***ROCHESTER, NY**				
Democrat & Chronicle (M)	1,881,377	192,022	1,929,070	111,408
Democrat & Chronicle (S)	1,217,680	197,684	1,219,825	102,624
Times Union (E)	1,582,720	147,725	1,675,446	47,136
Grand Total	4,681,777	537,431	4,824,341	261,168

NOTE: Democrat and Chronicle morning and Sunday and Times Union evening changed from a nine column width (2700 lines per page) to a six column width (1806 lines per page) effective June 25, 1984. The six column linage of the June 25-30, 1984 morning issues of the Democrat and Chronicle and evening issues of the Times Union has been converted to nine column linage in order to present all of the June linage on comparable measurements.
Times Union evening published five days a week only.

SACRAMENTO, CA				
Bee (M & S)	6,171,136	307,520	6,936,020	—
Grand Total	6,171,136	307,520	6,936,020	—

NOTE: 1983 figures supplied by publisher to Media Records.

ST LOUIS, MO				
Post Dispatch (M)	2,429,086	586,127	1,771,236	252,588
Post Dispatch (S)	2,376,200	—	2,055,353	—
Grand Total	4,805,286	586,127	3,826,589	252,588

NOTE: Figures supplied by publisher to Media Records. Post Dispatch changed from evening publication to morning publication effective February 27, 1984. Post Dispatch evening and Sunday changed from a nine column width (2709 lines per page) to a six column width (1890 lines per page) effective August 1, 1983.

ST PAUL, MN				
Pioneer Press (M)	1,497,177	—	1,434,499	—
Pioneer Press (S)	1,448,792	—	1,383,593	—
Dispatch (E)	1,421,452	—	1,459,901	—
Grand Total	4,367,421	—	4,227,993	—

NOTE: Pioneer Press morning and Dispatch evening have a combined Saturday edition. The linage is shown in the Dispatch evening.
Part run figures not available.

***SAN ANTONIO, TX**				
Express (M)	2,529,396	368,884	2,597,416	383,108
Express-News (S)	1,504,116	277,216	1,474,469	278,880
Express-News (Sat)	959,180	—	736,545	—
News (E)	2,527,226	296,504	2,388,492	300,788
Light (E)	2,277,243	506,508	2,453,141	345,392
Light (S)	1,277,809	387,775	1,233,816	305,472
Light (Sat)	793,763	—	552,530	—
Grand Total	11,868,533	1,836,887	11,436,409	1,613,640

NOTE: News evening and Light evening published five days a week only. Express morning. Express-News Sunday and Saturday. News evening, and Light evening. Sunday and Saturday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective June 1, 1984. In order to present comparable measurements the six column linage has been converted by Media Records to nine column linage.

SAN DIEGO, CA				
Union (M)	4,054,281	148,038	3,743,597	404,480
Union (S)	1,963,014	—	1,749,901	—
Tribune (E)	4,160,150	159,877	4,025,198	399,962
Grand Total	10,177,445	307,913	9,518,696	804,442

SAN FRANCISCO, CA				
Chronicle (M)	2,564,382	915,847	2,376,599	940,112
Examiner (E)	2,502,969	878,261	2,341,223	913,194
Examiner & Chronicle (S)	1,371,937	477,088	1,261,701	493,080
Grand Total	6,439,288	2,271,196	5,979,523	2,346,386

SAN JOSE, CA				
Mercury News (Ad)	5,534,131	609,431	5,018,083	625,340
Mercury News (S)	2,507,364	—	2,306,911	—
Grand Total	8,041,495	609,431	7,324,994	625,340

NOTE: Mercury morning and News evening combined to one edition, Mercury News all day effective August 29, 1983. The Mercury morning 1983 linage is reported in the Mercury News all day listing.

Prior to August 29, 1983 the Mercury morning and News evening had a combined Saturday edition with the figures shown in the Mercury morning.

***SHREVEPORT, LA**				
Journal (E)	1,608,531	95,912	1,396,405	30,984
Times (M)	2,047,851	199,964	1,863,021	42,664
Times (S)	1,073,861	93,576	1,014,004	175,568
Grand Total	4,730,243	389,452	4,273,430	249,216

NOTE: Journal evening and Times morning and Sunday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective April 30, 1984. In order to present comparable measurements the six column linage has been converted by Media Records to nine column linage.

SYRACUSE, NY				
Herald Journal (E)	1,622,673	301,900	1,776,120	357,416
Herald American (S)	913,909	332,736	1,044,067	188,036
Post-Standard (M)	1,389,183	386,048	1,382,435	546,335
Grand Total	3,925,765	1,020,684	4,202,622	1,091,789

TAMPA, FL				
Tribune (AD)	3,758,028	1,152,639	3,390,664	931,577
Tribune (S)	2,350,561	—	1,957,550	—
Grand Total	6,108,589	1,152,639	5,348,214	931,577

NOTE: Figures supplied by publisher to Media Records.

TOLEDO, OH				
Blade (E)	1,358,934	—	1,412,104	—
Blade (S)	1,057,138	—	930,993	—
Grand Total	2,416,072	—	2,343,097	—

NOTE: Figures supplied by publisher to Media Records. Blade evening and Sunday changed from a nine column width (2772 lines per page) to a six column width (1848 lines per page) effective April 2, 1984.

TORONTO, CANADA				
Sun (M)	1,935,940	—	1,938,696	—
Sun (S)	671,488	42,008	603,742	1,520
Globe & Mail	2,940,816	293,769	2,554,765	324,519
Grand Total	5,548,244	335,777	5,097,203	326,039

WASHINGTON, DC				
Post (M)	5,523,273	546,845	5,115,895	666,884
Post (S)	2,455,759	509,863	2,304,937	353,834
Grand Total	7,979,032	1,056,708	7,420,832	1,020,718
Alexandria Journal (M)	1,106,180	—	935,431	784
Prince George's Journal (M)	929,648	—	850,039	—
Montgomery Journal (M)	948,063	—	906,938	784
Fairfax Journal (M)	1,084,312	—	957,362	8,448
Arlington Journal (M)	1,081,019	—	958,772	784
Grand Total	5,149,222	—	4,608,542	10,800

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only.

WEST PALM BEACH, FL				
Post (M)	2,815,022	344,288	2,574,376	361,088
Times (E)	2,328,704	18,088	2,079,294	5,880
Post (S)	1,693,048	174,580	1,562,806	128,646
Grand Total	6,836,774	536,956	6,216,476	495,614

NOTE: Figures supplied by publisher to Media Records. Times Evening published fives days a week only.

***WESTCHESTER ROCKLAND, NY**				
Reporter Dispatch (E)	1,479,774	272,169	1,496,161	181,168
Reporter Dispatch (S)	893,923	308,020	860,780	304,780
Grand Total	2,373,697	580,189	2,356,941	485,948

NOTE: Reporter Dispatch Evening and Sunday changed from an eight column width (2400 lines per page) to a six column width (1806 lines per page) effective June 25, 1984. The six column linage of the June 25-30, 1984 Evening Issues of the Reporter Dispatch has been converted to eight column linage in order to present all of the June linage on comparable measurements.

WICHITA, KS				
Eagle-Beacon (M)	1,965,877	—	1,968,301	—
Eagle-Beacon (S)	1,061,616	—	883,852	—
Grand Total	3,027,493	—	2,852,153	—

NOTE: Part run figures not available.

Linage figures have been provided by Media Records for the exclusive publication of Advertising Age. They may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Report Service, total advertising linage shown were provided by the newspaper to Media Records and included in this compilation.

CONVERSION METHODOLOGY

Due to the introduction of the SAU 6 column format, Media Records applies the following conversion methodology to report comparable figures (1984 month vs. 1983 month data) for newspapers that changed column formats in 1984. These newspapers are indicated with an asterisk (*).

7 column tabloids which have adopted a 5 column tabloid format are converted back to the original 7 column formats.

8 column broadsheet standards which have adopted a 6 column broadsheet standard format are converted back to the original 8 column format.

9 column broadsheet standards which have adopted a 6 column broadsheet standard format are converted back to the original 9 column formats.

Pearle

(Continued from Page 4)

nonretail competitors—about half the number of practicing optometrists—are at least 50 years old. Young optometrists coming out of school are less likely to assume practices left by retiring professionals and are more frequently becoming associated with chains.

Pearle and competing chains, including Cole National, Royal International and D.O.C. Optics, are likely to gain business from the declining number of sole opticians.

Within this competitive environment, Pearle vows to continue on the marketing and advertising track it has established. According to Eppler, Guerin & Turner estimates, Pearle's ad expenses amount to 6.4% of sales. By comparison, Royal International spent about 8.5% of sales on advertising, and D.O.C.'s budget is believed to be "significantly higher relative to sales" than the other two.

The intent of Pearle's advertising is a long-term educational process that constantly reinforces Pearle's professionalism.

People have a "built-in distrust" of commercial eyecare, says Joseph Dono, vp-marketing for the company, and the aim of the ads has been to erase the negative image.

Louis Centlivre, managing director of creative at FCB, points out that the main thing Pearle's advertising has to accomplish is to "reassure the customer that it's okay" to be buying glasses at Pearle. And FCB, with its family vignettes, has tried to convey caring and trust in Pearle's ads. What Mr. Centlivre calls "the heartbeat of the idea" is distilled in that caring, which could be found in the agency's work for Hallmark Cards when it had that account.

"For years, I've looked into those eyes for strength," says a concerned son about his father in one commercial. "Do you think I'd trust them to just anyone?" The concept, Mr. Centlivre says, is "ephemeral and highly, highly subjective.

"Besides," he laughs, "it works."

One key element of Pearle advertising is how it has managed to sidestep the issue of price or name associations. Other retailers may tout Bausch & Lomb lenses or Sophia Loren frames or lower prices, but not Pearle.

"We don't talk about our price... We're not the cheapest guy in town," says William Sullivan, president of Pearle Vision Centers, which includes the well established 184-unit Texas State Optical chain. "We're not going to play that game." (Advertising for TSO, which operates in four states, is similar to Pearle's. The agency is McCann-Erickson/Houston.)

Instead, the marketing strategy focuses on the value of Pearle, on its quality, service and accessibility. The positioning of the Vision Centers avoids what Mr. Centlivre calls the "used-car ambiance, get-'em-while they're hot" quality of other optical retailers.

One area the ads may have to address—and a possible vehicle for future growth in the optical segment—is Pearle's development of the optical superstore. The company's experimental effort in that segment, Visionary, now is under management scrutiny.

The optical superstore, expected to control about 2% of total market sales and 9% of sales by commercial operators by the end of 1985, is a concept several companies are hoping to develop. Quaker Oats has seven of them, called Eyelab, and U.S. Shoe operates eight Precision Lenscrafters and Lenscrafters.

These stores, from 6,000 to 8,000 sq. ft., are much larger than conventional optical shops and have thousands more frames to choose from. (The typical optical chain store contains 1,500 sq. ft.)

But the positioning for such a concept is vague. Pearle's conventional stores already are equipped with a large selection and fast turnaround time for about 60% of its products. Having a thousand or more frames, as well as a lab for grinding lenses on the premises, means that at Visionary, about 90% of patrons can have their glasses or contact lenses in an hour.

According to Mr. Dono, Visionary is a little more trendy, a little more upscale, than a conventional Pearle. "It's more of an exciting place to shop," he says.

But answers to whether those stores would cannibalize the sales of those of Pearle Vision Centers, or whether the cost of installing grinding labs is justified, are still not certain. One notable failure was that of Manhattan Eyelab, which closed recently.

"My hunch is that it won't be a particularly viable concept," says Pearle's Mr. Phillips of the superstore category.

Whether Pearle's other ventures —in dental and emergency care— will be viable is also uncertain.

Glen Konkle, senior vp-group management supervisor at FCB, gives one reason why he thinks they will make it.

The "Nobody cares for eyes" campaign, says Mr. Konkle, has lifted advertising for retail medical services "out of the trenches," building equity for the Pearle name "for later auxiliary medical services as well."

Outsiders are less certain. Skip Helm, an analyst with William Blair & Co., Chicago, points out that existing dental chains haven't been tremendously profitable. "I don't think they're setting the world on fire," he says.

But he also observes that "somewhere out there, there's a tremendous opportunity in the dental business," and that Pearle has a better chance of success than other companies.

The dental market is estimated at $19 billion, more than twice the size of the optical market, and Pearle believes it is similar in many ways to the optical market of 15 years ago. Locations and hours are inconvenient, and little advertising is done.

Hospital emergency room services (nontrauma) are estimated to make up a $5 billion market, while the services of general practitioners generate another $45 billion annually.

Mr. Phillips, although optimistic about Pearle's chances in these other medical areas, is also a little skeptical. "We're not going to dump $50 million or $60 million" into developing those chains to find out whether people will accept such medical care, he says.

Instead, Mr. Phillips says, investments will be gradual, a luxury Mr. Phillips says he can afford, since "no one appears to be about to rush out and lock up the market."#

Liquor sales during '83 unspirited

WASHINGTON—The Distilled Spirits Council has singled out growing taxation as a major culprit for declining over-all sales in 1983.

Unit sales of distilled spirits dropped to 420 million wine gals., a drop of 1.2% from the 1982 total.

Average consumption of distilled spirits in the U.S. fell for the fifth straight year. Apparent consumption in '83 fell 1.5% to 431 million wine gals. That was a smaller drop than the 2.6% posted in '82. Per-capita consumption in '83 declined 2.7%.

Despite tax hikes, however, imports continue to grow smartly—up 9.5% last year to 116 million proof gals., the council says. The strength of the dollar is believed at least partly responsible for keeping import levels healthy especially since exports fell off.#

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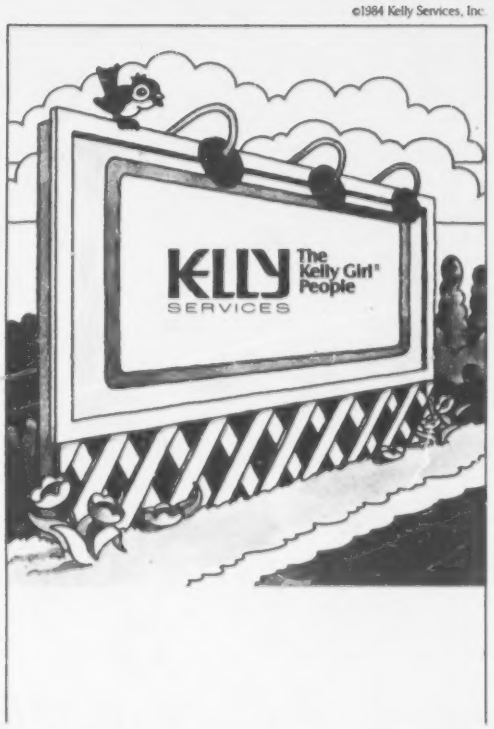

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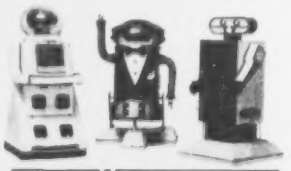

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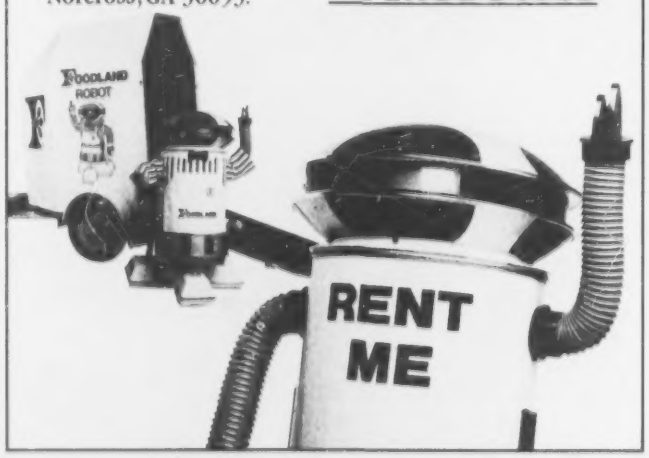

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Vote

(Continued from Page 3)

regions.

- People relying on tv tend to be younger.
- People 25-to-34 years old report considerably more reliance on magazines than do other age groups.
- Males and younger respondents are more likely to rely on radio advertising.
- Females and younger respondents are more likely to rely on direct mail.

For major purchases:

- In-store advertising was rated higher than average among minorities, females, those with incomes under $10,000 and people aged 18 to 24.
- Newspaper advertising is rated highest in the 18-to-24 age category; minorities rate newspapers higher than do whites.
- Tv was more likely to be mentioned by minorities and younger respondents.
- Males and those aged 18 to 24 rate magazine advertising higher than the average.
- Males 18-to-24 years old and minorities rated Yellow Pages higher than the average.
- Radio advertising did best among males, minorities and households with incomes between $10,000 and $19,000.
- Direct mail was rated highest by females, young people and minorities.

Image. There were more negative than positive responses when respondents in SRI's July study were asked if they agreed or disagreed that "advertising is generally trustworthy and honest." Based on a 1-to-5 rating scale (from "strongly disagree" to "strongly agree") the mean score was 2.93. However, that mean score is up from 2.90 and 2.84 in the previous two surveys.

Advertising was rated most honest and trustworthy by females, Hispanics, people in the North Central region of the U.S. and by households with incomes less than $20,000.

Respondents with incomes more than $40,000 rated advertising lowest, with a mean score of 2.80.

Quality. When consumers were asked to rate "the over-all quality of the advertising you are presently reading, seeing or hearing," the answers totaled a mean score of 2.62, which is at the low end of "good" on a rating of 1 to 4. The average was slightly below those of the previous three quarterly studies.

Among respondents to the latest study, men tended to be more critical than women (2.54 mean score compared with 2.69). Also, the higher the household income, the lower the rating score.

As in previous studies, consumers rate the over-all quality of tv advertising below that of advertising in general (mean score of 2.57 for tv vs. 2.62 over-all). Again, males and higher-income households were more critical.

Creativity. Consumers also were asked to rate current advertising as more or less creative than advertising of a year ago, and the mean score in July was 3.59, which is on the low end of the "better" scale. The mean scores have been rising slightly over the past three surveys.

Believability. In the matter of believability of advertising claims, there has been a steady downward trend in scores. Three categories of ad claims received mean scores in the "somewhat unbelievable" range: Qualitative claims ("new and improved," etc.), statistical claims ("3 out of 4 prefer...") and product demonstrations. Of the three categories, consumers consistently have rated demonstrations higher than the other two in terms of believability. Again, males and higher-income households were more critical than the average.

Purchasing influence. In the July study, 49% of consumers said "yes" when asked if they had ever purchased a product solely on the basis of advertising. That was almost 4% higher than the average of the previous three studies. Minorities and people with incomes less than $10,000 were above average in this category.

Those who said they had purchased a product based on advertising were asked if the advertising was accurate or misleading; 69% said it was accurate. That is a lower score than in previous studies and continues a downward trend from the 78% reported in an August, 1983, survey. Respondents over 65 were most likely to indicate the advertising was misleading.#

For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

POPAI prescribes shift to 'hard sell'

By LAURIE FREEMAN

Advertisers could increase their market shares by taking media dollars out of "traditional advertising campaigns" and putting them into "the hard sell at the point-of-purchase."

That was the message for retailers, advertisers and suppliers at the Point-of-Purchase Advertising Institute's fall convention last week in Chicago.

"The attention given to point-of-purchase advertising has mushroomed in the past two years, as advertisers are realizing that the market has become more segmented. They may have the greatest ad campaign but still lose the marketing battle if there's no follow through at the point-of-purchase," said one supplier.

Statistics provided by POPAI show that 60% of all buying purchase decisions are made in stores, and "many of those decisions hinge on whether or not the marketer has used point-of-purchase materials," said Rob Chipman, director of marketing, AdMedia International, a point-of-purchase advertising agency in Midvale, Utah.

He said many advertisers are turning to p.o.p "to supplement their traditional tv and print campaigns."

Some retailers expressed concern that the increase of p.o.p. materials would add to store "clutter," and many shoppers "turned off by clutter wouldn't want to shop in that kind of atmosphere."

Point-of-purchase "clutter," as defined by POPAI exhibitors and advertisers, includes any material that distinguishes a product from other items.

"As more manufacturers take point-of-purchase materials more seriously, there will be a shift in advertiser media expenditures to p.o.p.," said J. Patrick Kelly, professor of retailing at Brigham Young University.

Mr. Kelly predicted that point-of-purchase signage will increase significantly in the next few years, including the use of more electronic media at the point of sale.

The latest in video technology was demonstrated during the POPAI show, including the p.o.p. interactive video system from Visage, Natick, Mass. The company's V:Link system creates interactive video programs for point-of-sale product demonstrations, displays and information distribution.

Ledan Inc., showed its Neon Optics signage board, combining fiber-optics technology with color photographs. The lightbox construction provides additional space for sales messages, which can be wiped clean and reused. Remy Martin Amerique used one of the boards to advertise its high-price Remy Martin cognac at U.S. bars and liquor stores.#

'Esquire'

(Continued from Page 3)

center," said Alan Greenberg, *Esquire* publisher. It consists of three editorial panels changed every other week: "The Health & Nutrition Report," "Body Parts" and "The Training & Sports Adviser." Beneath these are three advertising panels, 12 ins. by 18 ins., where the marketers' messages appear. The ad panels are rotated among the clubs, which are being called the *Esquire* Fitness Network, each time the editorial panels change.

The new medium is best for advertisers that "spend heavily in tv to [try to] reach the young, active adult," said Mr. Greenberg. "The location does the audience segmentation for you. And it closely associates the product with the life style of the audience," which sports desirable demographics.

Though the Clinic is *Esquire's* first wall medium, its sister company, 13-30 Corp., has four such ventures nationwide: Campus Voice Biweekly (formerly Wallpaper Journal), Pet Care Report, Sports Page and the new Physician's Weekly. Like the Clinic, these posters are put up in out-of-home sites, such as college campuses and hospitals. The 13-30 field force handles the Clinic.

Why would *Esquire* post words on a wall rather than bring out a new health-and-fitness magazine? A goal was "to be a force in the market," said Mr. Greenberg, and that could not be accomplished with a vertical magazine, even if it were to attain a circulation of 500,000. The Clinic provides "mass reach," he added, with "selectivity of audience."

The chief selling point of the Clinic, said Bill Longley, vp-marketing, a former vp-group advertising director of *Esquire*, is "the combination of the opportunity for exposure and the editorial that has significant interest to the audience." Plans call for at least a 50% hike in the number of clubs, to 1,500, for the second year.

There are four types of annual buys marketers can make in the Clinic: Regular, $190,000, in 125 clubs; major, $375,000, in 250 clubs; maxi, $730,000, in 500 clubs, and buyout, $1.38 million, in all 1,000 clubs. Among the clubs that have agreed to post the Clinic are Vic Tanny's, Jack LaLanne and American Fitness Centers.#

Disc club

(Continued from Page 3)

aegis of RCA Direct Marketing.

IPS members were polled by RCA, and it found 3,000 owned cd players and another 30,000 were interested in buying one within the next six months.

The 3,000 who have players will be sent direct-mail pieces offering enrollment in the club. As a teaser to join, the club will offer one free disc (postage and handling is extra) with no commitment required to buy discs in the future.

The 30,000 who've expressed an interest in buying a player will be offered one for $499.95 sometime next year as an inducement to join.

Although RCA Corp. is marketing its own players, the one offered might be provided by another supplier and privately labeled.

RCA's second target consists of new buyers of compact discs. The company is cooperating with most major cd player marketers, and will be mailing out brochures to those who send in warranty cards.

The club's third effort is the broadest. RCA is scheduling ads inviting inquiries for more information in *Audio, Geo, High Fidelity, Natural History, New York Times Book Review, The New Yorker* and *Stereo Review*.

A page ad with complete membership offer and details is scheduled for *Digital Audio*.#

City Home explores new markets

NEW YORK—City Home Publishing, the new owner of Houston-based Bayland Publishing, eventually may take the concept of Bayland's successful *Houston Home & Garden* and *Dallas-Fort Worth Home & Garden* into other markets.

But according to Robert Krefting, president and chief executive officer of City Home, the company first is exploring opportunities to work with publishers of other home-and-garden magazines. One area may be in cooperative advertising sales efforts.

R. Krefting

Similar magazines are published in San Diego, Phoenix, South Florida, Oklahoma, Colorado and Ontario, Canada, Mr. Krefting said.

Many major metropolitan areas, though, do not have such a publication, he added.

No development of new markets, however, is scheduled. His first task is to "enhance" the Bayland Publishing operation, which he said already is on the right course and can only get bigger and better.

The 10-year-old *Houston Home & Garden*, first local shelter magazine in the nation, now has paid circulation of 85,000 and 1,020 ad pages through October, with ad pages for the year projected at 1,240, about even with 1983.

Dallas-Fort Worth Home & Garden, published since 1978, has paid circulation of 62,000 and 737 ad pages through October.

The publication's projected ad pages for the year total 922, an increase of about 10% compared with 1983.

Revenues for the Dallas-Fort Worth monthly already are up 22% compared with 1983.

City Home Publishing was formed earlier this year by Benchmark Communications and Des Moines-based Meredith Corp. Benchmark Communications was formed by Mr. Krefting, formerly president of CBS Publications, and by Communications International, of which Arthur Diedrick Jr. is president, editor-in-chief and owner.

Mr. Diedrick also is chairman of City Home. Chris King continues in the position of president at Metro Home & Garden Magazines, the umbrella under which the two magazines operate.

Terms of City Home's acquisition of Bayland were not released.#

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Thursday, October 11, 1984

Advertising Age®

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Midweek News Summary

Cellular mobile telephones will shift from a local to a national advertising category by the end of next year, Western Union marketing executive Scott Slater told a meeting of the Newspaper Advertising Sales Assn. *See Page 3.*

CBS Software is boosting its fourth-quarter ad spending by 25% while other computer software marketers, confronted by a softening market, are cutting back their budgets. *See Page 3.*

The Reagan-Bush '84 campaign broke new spots this week, projecting the president as forceful and authoritative. GOP strategists say the rollout was not connected to the Oct. 7 Mondale-Reagan debate, which gave Mr. Mondale new confidence. *See Page 3.*

San Diego became paradise lost for Chicago Cubs fans Oct. 7. Editor-in-chief Rance Crain, a Cubs loyalist, saw the dreams dashed. *See Page 3.*

Advertising legends are gathering in New York next week for a luncheon marking the publication of "The Benevolent Dictators," authored by Bart Cummings. *See Page 9.*

Acorn Computer's plan to wrest part of the educational computer market from Apple ran aground when a new distribution network disintegrated. *See Page 9.*

Jack LaLanne, at 70 America's foremost fitness fanatic, is hoping to make a comeback with his first videocassette and a possible new tv show. *See Page 62.*

Otto Silha, former chairman of Cowles Media Co., is turning 45 years of newspaper experience into a consultancy for communications companies on marketing, management, mergers and acquisitions. *See Page 62.*

DIRECT MARKETING

Franklin Mint surprised catalogers last week when it decided to bail out of the catalog business by the end of the year, less than a year after the marketer sank significant money and personnel into the fledgling operation. *See Page 6.*

CBN Cable Network has developed a new plan that enables it to analyze the effectiveness of direct-response ads overnight. *See Page 7.*

Brewer charges net promos crowd out ads

A-B asks better NFL slots

By VERNE GAY

NEW YORK—Anheuser-Busch is expected to press the tv networks to slot some of its commercials on National Football League games during choice positions normally reserved for the networks' own promotional messages.

A-B intends to push this point, among others, as negotiations for 1985 first-quarter tv sports packages begin in early November. The primary thrust of the negotiations, said A-B sources, will be to make commercials work harder in the face of increased costs and to improve their efficiency as audience ratings decline.

Sources said the brewer's latest demands are countermeasures to what are expected to be 10% across-the-board rate increases in network sports.

In addition, sources speculated ABC may move "Monday Night Football" ahead one hour by 1987. The action could have the effect of stabilizing the program's ratings, which have been in a nosedive since last season.

This season's premiere "MNF" broadcast Sept. 3 had an 18.9 rating; the Oct. 3 broadcast dropped to 14.9.

A-B executives long have complained that commercials placed in clusters at the conclusion of the game or before halftime deliver far fewer impressions than spots placed during more strategic parts of the game, such as the time-outs. The NFL guarantees each network four time-outs per quarter. Ideally, spots would run during the first half when ratings are strongest, especially on "MNF."

A.C. Nielsen Co. figures showed that for a recent game, ratings dipped by six points from 9 p.m. to midnight (ET).

But the move would be difficult. First, affiliate approval would be necessary. Second, ABC would have to decide whether it wants to sacrifice a dual-audience delivery from 8 p.m. to 9 p.m.

Any schedule changes would not happen until 1987, when the Mon-

(Continued on Page 64)

Miller weighs Landau suit on $2 million debt

By ROBERT RAISSMAN

Miller Brewing Co. is considering litigation against the bankrupt advertising/sports marketing agency Robert Landau Associates after the brewery's own investigation revealed RLA owes Miller as much as $2 million, according to sources.

In its petition for reorganization under the federal bankruptcy code, RLA listed Miller as a creditor owed $200,000 (AA, Sept. 20). Sources report, however, any litigation by Miller will concern what RLA did with money prepaid by Miller to service numerous sales-promotion programs. Since RLA filed for bankruptcy protection, Miller Brewing reportedly began paying the major RLA creditors involved with Miller projects. That total, sources said, reached $2 million.

Obrie Smith, director of corporate communications at Milwaukee-based Miller, said, "The Miller Brewing Co. will work with the

(Continued on Page 64)

Dole shining up its image

By JENNIFER PENDLETON

Castle & Cooke will introduce a new worldwide graphic identity for *its* Dole brand this week (AA, Oct. 8), a move that reflects the company's drive to establish itself globally as a premier marketer of fruits.

The new look, to be unveiled at the company's board meeting today in Honolulu, is the latest development in Castle & Cooke's ambition to become a market-driven, rather than commodity-oriented, food company.

Castle & Cooke has followed this course since the arrival of Ian Wilson, a former vice-chairman at Coca-Cola Co. (AA, Nov. 7), as its president a little less than two years ago.

Since Mr. Wilson's arrival, Castle & Cooke has been changing from an unfocused collection of loosely related businesses to a company concentrating its resources on three main areas—fresh produce, packaged foods and real estate.

The new yellow, blue and red logo, which features a starburst breaking out of the letter "o" in Dole, will be introduced soon on

(Continued on Page 64)

Survey finds hostility

Pols' ads flop

By SCOTT HUME

Should Reagan vs. Mondale be no different than Coke vs. Pepsi?

The American presidential election process increasingly is being viewed as a marketing battle primarily waged through advertising, and the American public isn't pleased.

Political advertising probably won't be discussed during tonight's Ferraro-Bush debate or the Oct. 21 Mondale-Reagan rematch, but the 1,200 adults surveyed for ADVERTISING AGE by SRI Research Center, Lincoln, Neb., had some questions about the advertising both parties are running. For example:

- More than half those responding agreed (39%) or strongly agreed (13%) that political advertising has more impact on how Americans vote than it did even four years ago.
- An even greater percentage (55%) strongly disagreed with the proposition that such advertising is more truthful than four years ago.
- Respondents were divided on political advertising's informativeness, with 38% agreeing that the ads are more informative than

(Continued on Page 64)

Presstime

Schering-Plough tests St. Joseph's vitamins

MEMPHIS—Schering-Plough is testing in Green Bay, Wis., and Boise, Ida., St. Joseph's chewable vitamins for children in three age/weight formulas. The fruit-shaped, fruit-flavored vitamins come in a bottle of 60, retailing for about $4. Tv and print by Warwick Advertising, New York, support.

K&E scoops up Babe, Brut advertising

NEW YORK—Faberge's Babe and Brut brands have been reassigned to Kenyon & Eckhardt from Nadler & Larimer. The latter retains the Organics line of shampoos, Faberge body sprays and Tigress fragrance. Aqua Net hair spray remains unassigned, though new products are scheduled under that brand name, the company said. K&E also will coordinate international advertising for Faberge. U.S. ad spending for Babe and Brut is expected to reach $10 million next year. Spending for Nadler's remaining business should be $7 million next year, Faberge said.

Wine Group adds new flavors to cooler

SAN FRANCISCO—Wine Group is extending its 20/20 Wine Cooler line to include strawberry and apple flavors. The company claims its orange-

(Continued on Page 65)

What tv nets are charging for prime time: See night-by-night chart on Page 63.

NEWSPAPER

Polaroid shoots

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AA
DC 20014 CONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SP1 ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Mobile phones calling on national ads: Exec

By WILLIAM GLOEDE

NEW YORK—Cellular mobile telephones will shift from a local to a national advertising category by the end of 1985, a Western Union Corp. executive said.

"As more and more cities come on stream and offer cellular phone service, advertising will move into a national strategy," said Scott Slater, director-advertising and marketing for Western Union's cellular mobile communications unit.

Speaking at the monthly meeting of the Newspaper Advertising Sales Assn.'s chapter here, Mr. Slater predicted that the mobile cellular phone business would be an $8 billion industry by 1990. Telecommunications giants—including AT&T, the Bell operating companies, Ericsson, GTE, Matsushita Electric Co., MCI Communications Corp., Motorola, Oki Telecom Group, Tandy Corp. and Western Union—are vying for a piece of the business, either to supply the service or the equipment.

Several media companies—including Knight-Ridder Newspapers, Metromedia Inc., Time Inc. and Washington Post Co.—have filed applications in various markets to supply service. So has American Express Co.

(Knight-Ridder last week announced it was abandoning its licence applications in eight markets in Florida, North and South Carolina and Texas. The announcement came after the Federal Communications Commission, flooded with applications, decided it would conduct a lottery to determine the franchisees. At press time, the major companies with pending applications were considering the formation of a confederation under which they all would share the license as investors in each system.)

Marketers of the phone and necessary radio transmitter equipment will be the primary national advertisers, Mr. Slater said. The service companies are likely to target their ad budgets to the markets they serve.

To date, Western Union has used mostly local newspaper and some spot radio and tv to advertise its cellular equipment and service.

The company expects 30 markets to be equipped with cellular mobile service by the end of this year and more than 90 by the end of 1985, Mr. Slater said. Among the markets with service in operation are Chi-

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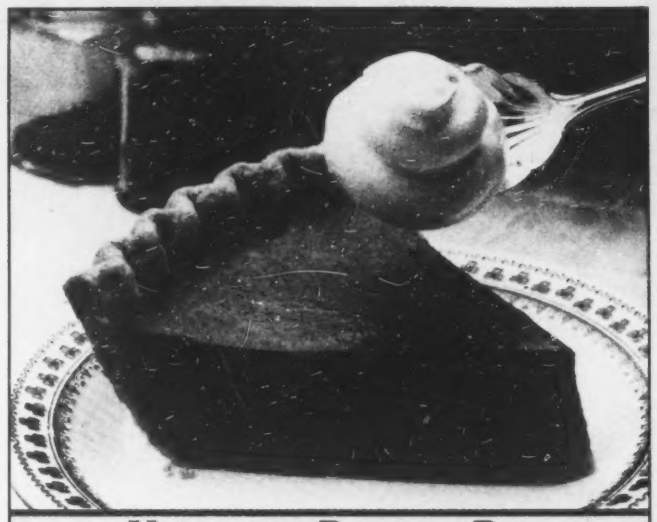

HOMEMADE PUMPKIN PIE

Because your care doesn't come readymade.

You put so much care into your Thanksgiving meal. And that's one ingredient they just don't put in readymade pies. Nothing tastes quite like your own oven-fresh pie, made from America's favorite recipe. With pure, natural Libby's Pumpkin. And rich, creamy Carnation® Evaporated Milk. The Cooking Milk.

It's so easy to make homemade, over 60 million Libby's Pumpkin pies are baked from scratch every year. So make it homemade for the holidays. Your family deserves nothing less.

FAMOUS PUMPKIN PIE RECIPE

1 can (16 oz.) Libby's Solid Pack Pumpkin	1 teaspoon ground cinnamon	1 can (12 fl. oz.) Carnation Evaporated Milk
2 eggs, slightly beaten	½ teaspoon ground ginger	1 9-inch unbaked pie shell with high fluted edge
¾ cup sugar	¼ teaspoon ground cloves	
½ teaspoon salt		

Preheat oven to 425°. Mix filling ingredients in order given. Pour into pie shell. Bake 15 minutes. Reduce heat to 350°, continue baking 45 minutes or until knife inserted near center comes out clean. Cool completely. Garnish, if desired, with whipped topping. Yields one 9-inch pie.

ORDER LIBBY'S "GREAT PUMPKIN COOKBOOK" — A COLORFUL HARDCOVER COLLECTION OF OVER 140 SCRUMPTIOUS RECIPES ONLY $3.95 AND 2 LIBBY'S PUMPKIN LABELS. Send check or money order, label, name, address and zip code to Libby Great Pumpkin Cookbook P.O. Box 4502, Chicago, IL 60645. Offer good while supplies last. Allow 6 weeks for delivery. Void where prohibited or tax.

A tie-in that binds

An annual rite of fall—ads featuring Libby, McNeill & Libby's famous pumpkin pie recipe using Carnation Evaporated Milk—takes on new meaning this year. The tie-in is more appropriate than ever now that Nestle Co., parent of Chicago-based Libby, is acquiring Carnation Co., Los Angeles. Bloom Agency, Dallas, handles the ads.

CBS Software in ad push

By BRIAN MORAN

While slackening demand has forced some computer software marketers to cut advertising budgets, CBS Software has boosted its fourth-quarter spending by 25%.

As part of a bid to build brand awareness for the holiday season, the Greenwich, Conn.-based unit of CBS Inc. also has trimmed prices on almost a third of its 47 educational software programs and has added 25 reps to its national sales force.

The heavy pre-Christmas spending will bring CBS Software's 1984 ad budget to $5 million. Cunningham & Walsh, New York, handles.

CBS' moves come on the heels of an announcement by Spinnaker Software, the educational software market leader, that it would trim its ad spending about 35%. Spinnaker, Cambridge, Mass., cited the slowdown in home computer sales in cutting its '84 ad budget to slighty more than $3 million.

Heightened competition in the educational software market squeezed Reader's Digest Assn. out of the category last summer and has contributed to steep losses at Scholastic (AA, July 9, *et seq.*).

CBS Software's new ad push will feature an eight-page color catalog insert breaking in the Nov. 25 *Newsweek*.

The insert also will run in December issues of *People, Personal Computing, Time* and six other computer magazines.

In addition to the catalog insert, CBS Software's expanded print lineup includes spreads and full and half-page ads promoting product categories as well as individual titles.

Also, an advertorial will run in *Woman's Day*. The campaign continues CBS' "Making you the best" theme.

CBS' price cuts of $8 to $15 per title on 14 programs in its Preschool and Fun & Learning series reflect recent reductions by competitors in the educational software category.

Prices for many educational programs, which hit the market at $30 to $60, have fallen to less than $30.

The 25 new retail service reps will train dealers, demonstrate CBS Software programs and develop in-store promotions.#

Dashed dreams in San Diego

By RANCE CRAIN

SAN DIEGO—"Dreams come true" headlined the *San Diego Union* after the Padres beat the Chicago Cubs last Sunday to take the National League pennant.

I guess it depends on whose dreams you're talking about. As a lifelong Cubs fan, I had other dreams in mind as I watched the Padres slowly and methodically strip the Cubs of their hopes.

Steve Garvey, the hero of the playoffs, said that time stood still when he hit his two-run homer in the ninth inning to win game 4 for the Padres.

I know what he means. For me the whole weekend will always be a series of stop-action photos. But always—always—I'll hear the ground-rattling, deep-throated roar of the San Diego crowd. When Garvey hit his home run, Jack Murphy Stadium shook as if an earthquake had enveloped it.

"Laid back? What does that mean? That's a word thought up by Madison Avenue back east," an incensed San Diego fan fumed on a radio call-in show after the Padres had won the fourth game. I can attest that the Padres' fans are definitely not laid back.

I guess I should have realized that the omens weren't good for the Cubs. Harry Caray, the Cubs' play-by-play announcer on WGN, showed up for the final game wearing a "Sutcliffe's Sluggers" t-shirt. But how could Harry know that the sluggers would turn out to be on the other side? Rick Sutcliffe, the Cubs' pitching ace who hadn't lost since June 29, got shelled by the Padres for six runs in the Cubs' final loss of the season.

Earl Weaver talked about the "agony of defeat" before the game. "You carry it with you all winter, until the opening day of spring training," Earl said to nobody in particular. Cubs fans will be lucky to get off that easily.

And when Reggie Jackson was about to leave for the ABC broadcast booth, he told Jim Frey: "I hope this is the last time you see me today. You don't want to see me after the game. Tim McCarver interviews the winners. I do the losers."

As it turned out, Frey and Reggie had some unfinished business.#

Photo by Wide World

Back in Chicago, gloom descended on ever-suffering Cub fans.

GOP spots follow debatable defeat

By STEVEN W. COLFORD and MARK LIFF

With Republican strategists disavowing any connection, the Reagan-Bush '84 campaign has unleashed new spots projecting the President as something even loyalists said he wasn't during the Mondale-Reagan debate: Forceful and authoritative.

As recharged Mondale supporters oozed confidence after the 1½-hour nationally televised debate, the Reagan-Bush team already was pulling the trigger on its latest fusillade of campaign spots, which broke Oct. 8 on ABC-TV's "Monday Night Football" game.

Most of the new 30-second spots, created by the Tuesday Team, feature President Reagan using the White House as a dais to underscore the differences between his track record and the campaign promises of his Democratic opponent. It's the President "speaking of choices before the electorate," a Tuesday Team member said.

The latest GOP volley comes right after an earlier series of spots broke last week (AA, Oct. 8), but campaign officials said the debate

'84 Marketing the CANDIDATES

neither caused nor sped up the new wave.

Last week's rollout featured 30-second testimonials from "average" Americans crediting President Reagan for their improved fortunes and a series of five-minute monologs by the President.

In the latest flight, the first spot (sans Mr. Reagan) looks at economic issues and comes down hard

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